UMassAmherst WBZ

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UMass Amherst/WBZ Poll of MA Registered/Likely Voters

Field Dates:	October 20 - October 27
Sample:	800 Registered Massachusetts Voters
	591 Likely Voters
Margin of Error:	3.8% for Registered Voters
	4.5% for Likely Voters

YouGov interviewed 870 respondents who were then matched down to a sample of 800 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, education, party identification, ideology, and political interest. The frame was constructed by stratified sampling from the full 2012 American Community Survey (ACS) sample with selection within strata by weighted sampling with replacements (using the person weights on the public use file). Data on voter registration status and turnout were matched to this frame using the November 2012 Current Population Survey. Data on interest in politics and party identification were then matched to this frame from the 2007 Pew Religious Life Survey. The matched cases were weighted to the subset of Massachusetts registered voters from the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, and marital status. Weights were post-stratified by information from current Massachusetts party registration statistics. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.

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All results are for registered voters unless otherwise noted.

If the 2014 Massachusetts election for Governor were being held today, which candidate would you vote for?

	W/o Leaners		W/ Leaners	
	Registered	Likely	Registered	Likely
Charles Baker (Republican)	39	42	41	44
Martha Coakley (Democrat)	40	42	47	47
Evan Falchuk (United Independent Party)	2	3	3	3
Jeffrey McCormick (Independent)	2	1	3	2
Scott Lively (Independent)	1	1	2	2
Other	<1	<1	<1	<1
Not sure	15	11	3	3

If the 2014 Massachusetts election for U.S. Senator were being held today, which candidate would you vote for?

	Registered	Likely
Ed Markey (Democrat)	52	53
Brian Herr (Republican)	32	37
Not Sure	15	9

In the election for Treasurer, which candidate would you vote for?

	Registered	Likely
Deb Goldberg (Democrat)	43	46
Mike Heffernan (Republican)	29	33
Not Sure	26	20

In the election for Auditor, which candidate would you vote for?

	Registered	Likely
Suzanne Bump (Democrat)	42	45
Patricia Saint Aubin (Republican)	27	31
Not Sure	30	22

There will be four questions on the ballot in November. If the election were held today, how would you vote on each of the following?

Question 1: A yes vote would eliminate the requirement that the state's gas tax be adjusted annually based on the Consumer Price Index.

	W/o Leaners		W/ Leaners	
	Registered	Likely	Registered	Likely
Yes	45	48	50	52
No	37	38	41	42
Not sure	18	14	9	5

Question 2: A yes vote would expand the state's beverage container deposit law to require deposits on containers for all non-alcoholic, non-carbonated drinks with certain exceptions, increase the associated handling fees, and make other changes to the law.

	W/o Leaners		W/ Leaners	
	Registered	Likely	Registered	Likely
Yes	34	36	35	37
No	59	60	60	60
Not sure	7	4	4	3

Question 3: A yes vote would prohibit casinos, any gambling establishment with slot machines, and wagering on simulcast greyhound races.

	W/o Leaners		W/ Leaners	
	Registered	Likely	Registered	Likely
Yes	37	38	39	40
No	54	55	56	57
Not sure	9	8	5	4

Question 4: A yes vote would entitle employees in Massachusetts to earn and sue sick time according to certain conditions.

	W/o Leaners		W/ Leaners	
	Registered	Likely	Registered	Likely
Yes	62	61	66	64
No	24	26	27	29
Not sure	14	13	8	7

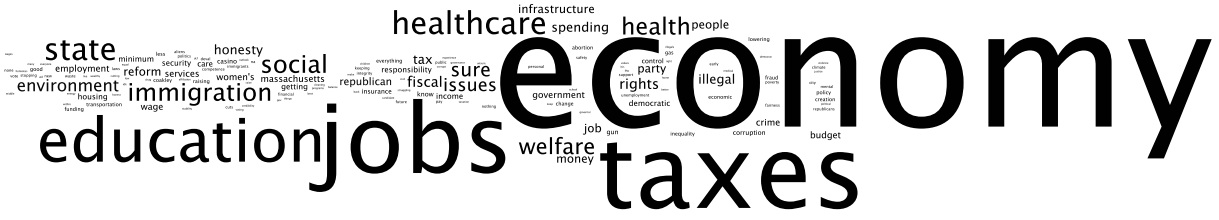
Baker Voters – Is your vote for Governor more of a vote in support of Charles Baker or against Martha Coakley?

In support of Charles Baker	54
Against Martha Coakley	46

Coakley Voters – Is your vote for Governor more of a vote in support of Martha Coakley or against Charles Baker?

In support of Martha Coakley	69
Against Charles Baker	31

Thinking about the election for Governor, what issue is most important to your vote?



Which candidate do you trust more to handle the following issues:

	Baker	Coakley	Neither	Not sure
The Economy	42	34	11	14
Health Care	35	44	9	12
Taxes	41	31	14	14
Education	32	45	9	14
Services for Children and Families	29	48	10	14

Which candidate do you think would do a better job of representing the following groups while Governor?

	Baker	Coakley	Not sure
Women	22	60	15
The Middle Class	39	44	13
The Poor	23	53	19
Independents	39	33	22
Labor Unions	18	59	21
Senior Citizens	31	46	20
Families	35	47	16

Which candidate do you think has run the more negative campaign?

Martha Coakley	34
Charles Baker	30
Not sure	36

Have you been contacted by any of the following by phone, in person, or online asking for your support?

	Yes	No
Martha Coakley's campaign	20	80
Charles Baker's campaign	17	83

Do you approve or disapprove of the way each is doing their job?

	Deval Patrick	Elizabeth Warren	Ed Markey	Barack Obama
Strongly approve	17	32	12	13
Approve	35	22	35	32
Disapprove	16	9	12	16
Strongly disapprove	25	29	24	34
Not sure	7	8	18	5

As you just read, there will be a ballot initiative in November that would prohibit casinos in the state of Massachusetts. In the event this passes, do you think the next Governor should work to pass special legislation that allows the city of Springfield to continue building its casino?

Yes	51
No	30
Not sure	19

Sample Demographics

	Category	Registered	Likely
Gender	Male	46	48
	Female	54	52
Age	18-29	16	10
	30-54	38	35
	55+	46	55
Race	White	83	87
	Black	4	4
	Hispanic	7	4
	Other	6	5
Education	HS or less	29	27
	Some college	22	20
	College degree	30	31
	Postgraduate	20	22
Income	< $40k	31	29
	$40 - $100k	49	50
	> $100k	20	21
Party ID	Democrat	35	37
	Republican	12	14
	Independent	52	50
Ideology	liberal	34	37
	moderate	35	32
	conservative	26	29
	Other	5	2